

Canada Starts Here

PROGRAM OVERVIEW

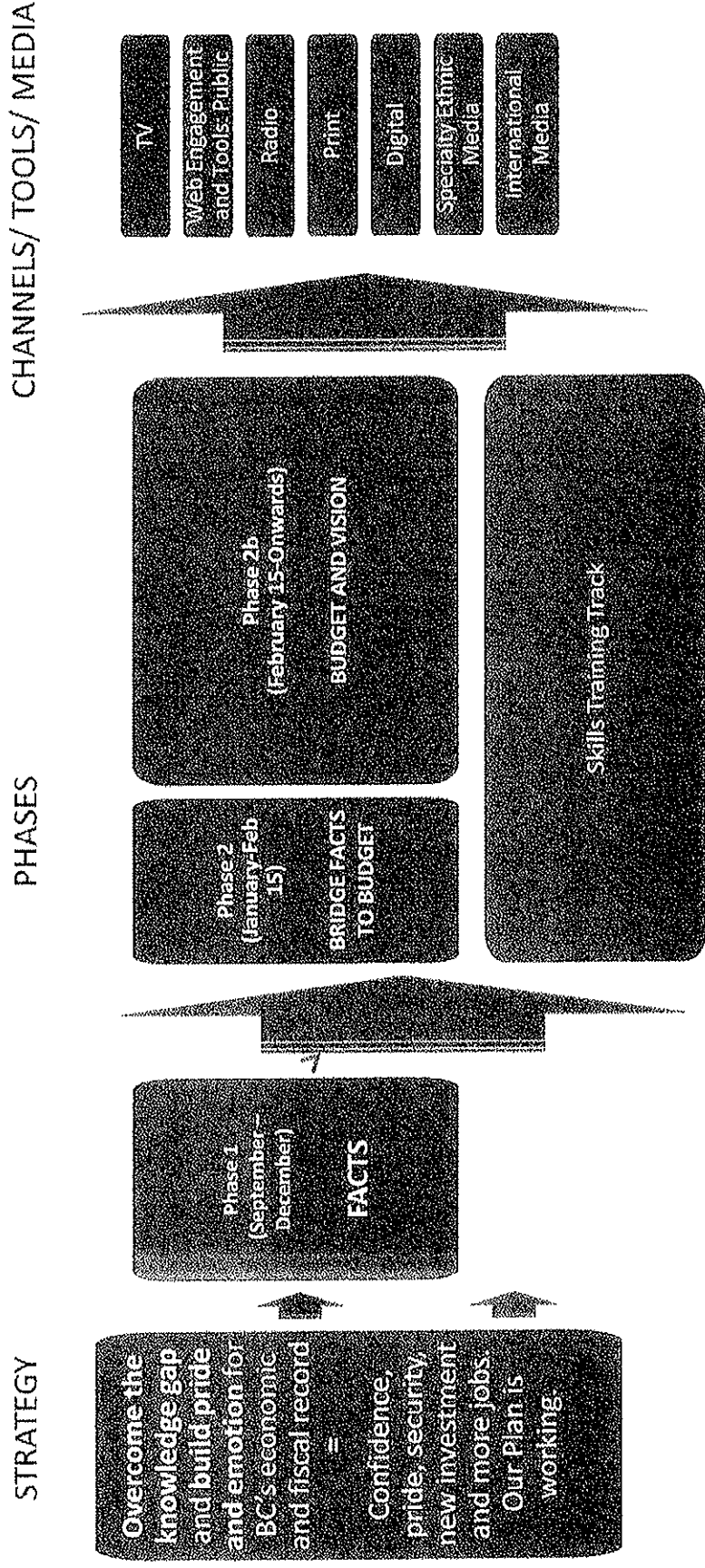


Context

- The FACTS Campaign has helped decrease the knowledge gap around the government's record.
- The FACTS Campaign has helped decrease the credibility gap the government had.
- The campaign now moves to a four pronged approach: Skills, Bridge, Budget Values and Budget Specifics.
- All parts of the campaign work together and drive one another. No one ad works alone and no piece of creative operates outside a media buying and targeting strategy.



Campaign Overview – ALL CREATIVE PIECES WORK IN CONCERT



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Note: All Main Channels includes: TV, Radio, Digital, Print, and Out of Home Digital

Phase 2 Campaign Strategy

Pre Budget (January – February 15): BRIDGE FACTS TO BUDGET – 1, 30 second ad

Goal Establish the importance of current government policies in advance of the upcoming budget plan.

Messages BC has been shielded from economic uncertainty due to a strong economic and fiscal record, low taxes and skills training initiatives. These fundamentals provide services to British Columbians. There is a risk to changing course.
Create a sense of pride, trust, security, confidence.

Post Budget (February 16 - Onwards): BUDGET AND VISION – 2 to 4, 30 second ads

Goals 1. Promote values behind balanced budget – 2. Promote specifics in the budget.

Messages Our budget is important for household economics. It is what saves us all from economic risk. It is made for our future and all BC families. There are services important to British Columbians in the budget.

*Talk about our record and vision and how that relates to a household level.
Real People.*



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Phase 2: Campaign Strategy

Continued... Skills Training

Entire Phase 2 (January – March 31): SKILLS TRAINING – 2 to 4, 30 second ads

Goal Demonstrate the government's skills training programs and how they benefit British Columbians.

Rationale There is a need to demonstrate the skills training successes of government. There is a strategic need to use real people in the campaign.

The use of real people gives credibility to the overall campaign.

There is a need to talk about real skills training services.

Delivery Three 30 second ads. Two to Three ads which involve real people explaining how the government's skills training programs have benefitted them. The ads will look the same to amplify message.

Real people, real stories, real services, real inspiration



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CAMPAIGN TIMELINE

Channels	Oct	Nov	Dec	Jan	Feb	Mar	Estimated Media \$
FACTS							\$5,100,000
BRIDGE/AD-DOMINOS							\$2,000,000
BUDGET/AD-1							\$2,100,000
BUDGET/AD-2							\$2,000,000
SKILLS							\$1,500,000

Arrows indicate increasing media buy weights
Note: There will be a blackout period for all media buys during the holiday season, with the exception of digital advertising



Top-Line Messaging

- In the February 2012 budget, government was clear it would communicate with British Columbians during these uncertain economic times. These ads are just a continuation of those efforts.
- British Columbians are concerned about the fragile state of the global economy and they have a right to know what their government is doing to make sure B.C.'s economy is strong and stable.
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- They focus on controlling spending, keeping our taxes low and investing in skills training because these are the things that both British Columbians and investors need to be confident that our economy will continue to grow.
- In order for British Columbia to continue to grow, we need more people to hear our story. That's what this communications effort is about: a **positive message** and **straightforward facts** about our economy.



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Proof Points

- Having the lowest personal income taxes in Canada so that families have more financial flexibility, and some of the lowest corporate taxes in North America so that investors can feel secure in building business in BC.
 - Lowest provincial personal income taxes for individuals earning less than \$120,000 a year
 - An additional 325,000 people don't pay any income tax at all
 - Lowest combined corporate taxes in North America
- Controlling government spending and balancing the books so that we don't saddle future generations with debt, and to make sure BC can invest in vital public services that families depend on to get ahead, like health care and education.
 - On track for balance by 2013/14
 - AAA Credit Rating re-affirmed by both Standard & Poor's and Moody's
- Expanding skills training to give people the tools they need to find better jobs in a changing economy. By growing our skilled workforce, we are creating investor confidence that is opening up new markets for our goods and attracting investment to BC to grow our economy.
 - \$500 million annual investment in skills training
 - Addition of \$75 million for improving training facilities and upgrading equipment
 - Commitment to dedicate \$5 million annually to improving skills of those already in workforce starting in 2013/14



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